

## WHAT IS CLAIMED IS:

Sub B17

1. A method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

receiving the broadcast advertisement comprising audio, video and promotional

5 metadata over a broadcast distribution network;

analyzing the promotional metadata to determine one or more valid electronic program guide features and presenting options on a display device corresponding to the one or more valid electronic program guide features;

executing a valid electronic program guide feature selected the user.

10 2. The method of claim 1 wherein receiving the promotional metadata comprises receiving the promotional metadata in one or more vertical blanking interval lines of a broadcast video signal.

15 3. The method of claim 1 wherein receiving the promotional metadata comprises receiving the promotional metadata as data encoded into a private data packet transmitted over the broadcast distribution network.

4. The method of claim 1 wherein analyzing the promotional metadata comprises parsing the promotional metadata into a set of individual data elements.

5. The method of claim 1 wherein analyzing the promotional metadata comprises traversing the promotional metadata one data element at a time.

20 6. The method of claim 1 wherein the promotional metadata is formatted according to XML.

7. The method of claim 1 wherein the promotional metadata comprises of one or more valid electronic program guide features selected from the group consisting of: future force

tuning a program, creating a reminder within the electronic program guide, purchasing a pay-per-view event, and accessing on-line content.

8. The method of claim 1 wherein the one or more valid electronic program guide features comprises recording the promotional advertisement.

5 9. The method of claim 8 wherein the promotional advertisement is recorded to a local recording device.

10. The method of claim 8 wherein the promotional advertisement is recorded to a remote recording device located on the broadcast distribution network.

10 11. The method of claim 1 comprising presenting the promotional advertisement as a full screen promotional advertisement.

12. The method of claim 1 comprising presenting the promotional advertisement within the electronic program guide.

13. A method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

15 receiving the broadcast advertisement and promotional metadata over a broadcast distribution network, the promotional metadata comprising information regarding the promotional advertisement and one or more electronic program guide features that may be accessed from within the broadcast advertisement;

20 parsing the promotional metadata to determine the one or more valid electronic program guide features that are available;

presenting options on a display device corresponding to each available parsed one or more valid electronic program guide features;

executing an available electronic program guide feature selected the user.

14. Computer readable media comprising program code, the program code operative to be executed by a programmable computer, the program code comprising a method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

5 receiving the broadcast advertisement comprising audio, video and promotional metadata over a broadcast distribution network;

analyzing the promotional metadata to determine one or more valid electronic program guide features and presenting options on a display device corresponding to the one or more valid electronic program guide features;

10 executing an electronic program guide feature selected the user.

15 15. A system for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the system comprising:

promotional metadata comprising information regarding the promotional advertisement and one or more valid electronic program guide features that may be accessed from within the broadcast advertisement, the promotional metadata broadcast in combination with the broadcast advertisement;

20 presentation software operative to interpret data elements comprising the promotional metadata whereby the presentation software presents options on a display device corresponding to the one or more valid electronic program guide features that may be accessed from within the broadcast advertisement and executes a command selected by the user.